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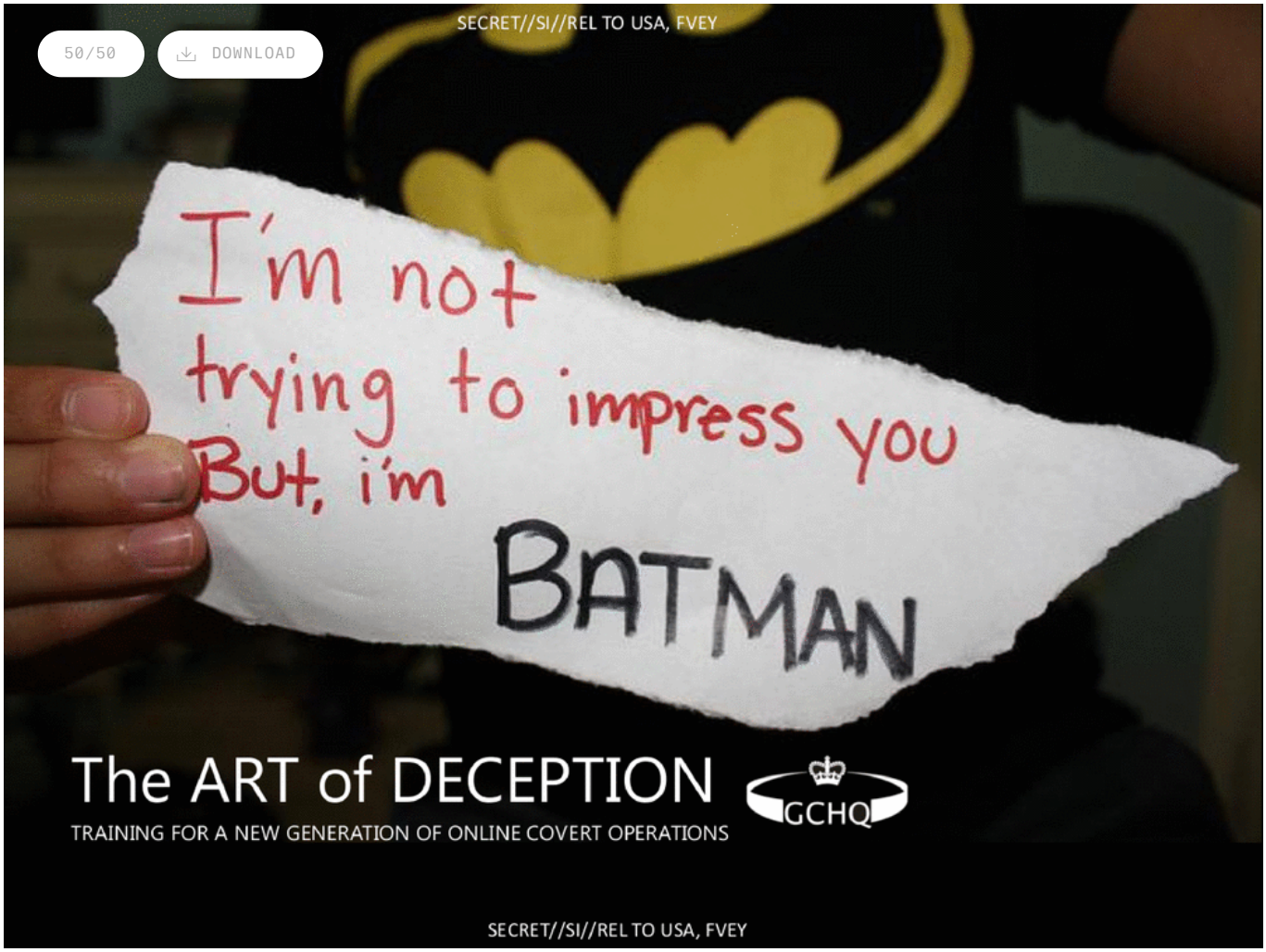
DOCUMENTS

The Art of Deception: Training for a New Generation of Online Covert Operations

Feb. 25 2014 – 12:24a.m.



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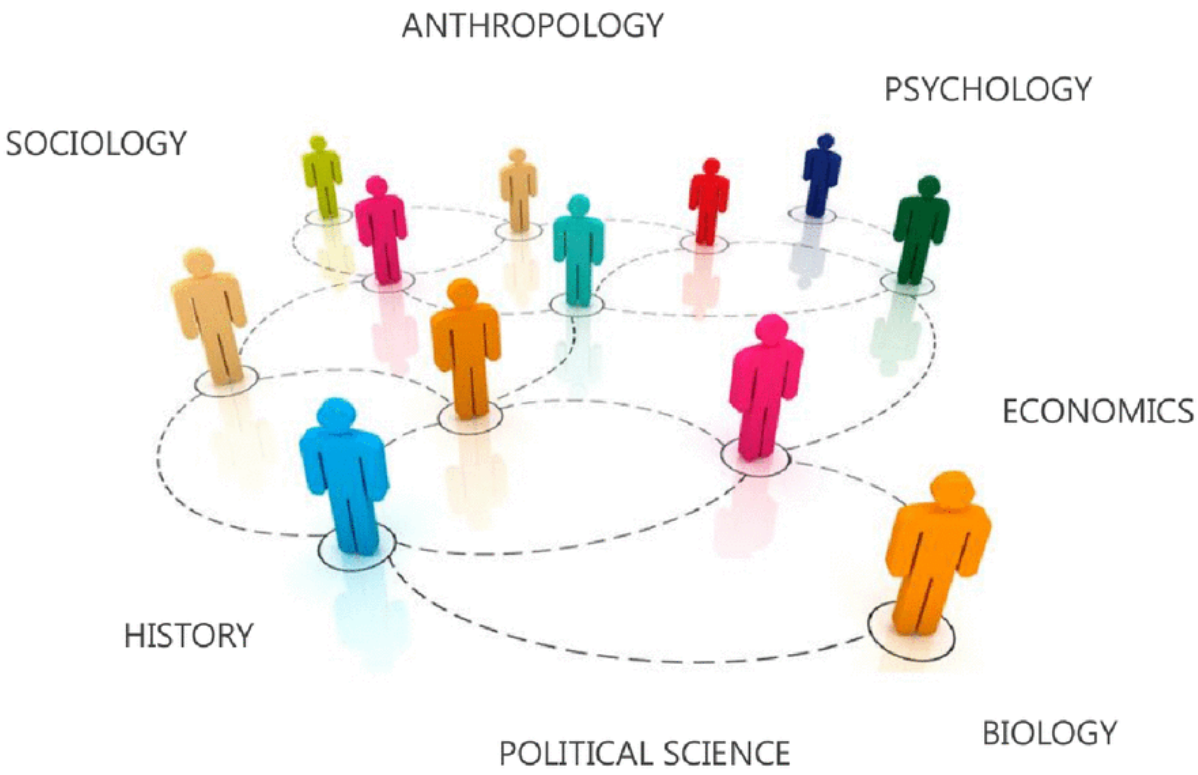
HSOC
HUMAN SCIENCE OPERATIONS CELL
SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



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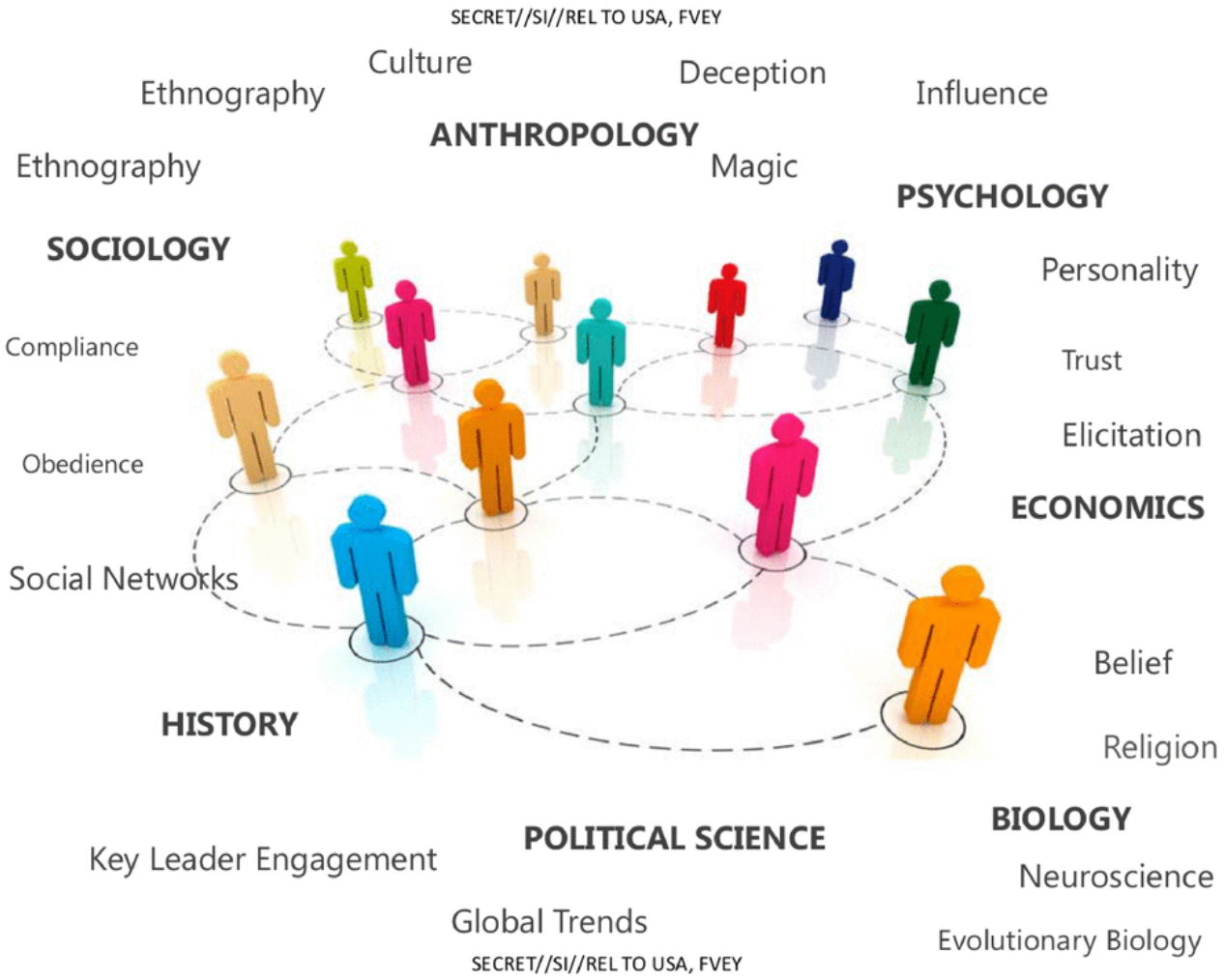
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Culture
Ethnography
Deception
Influence
ANTHROPOLOGY
Ethnography
Magic
PSYCHOLOGY
SOCIOLOGY
Personality
Compliance
Trust
Obedience
Elicitation
ECONOMICS
Social Networks
Belief
HISTORY
Religion
BIOLOGY
Key Leader Engagement
POLITICAL SCIENCE
Neuroscience
Global Trends
Evolutionary Biology
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S4

SCIENCE SIGINT

SKILLS SYSTEMS

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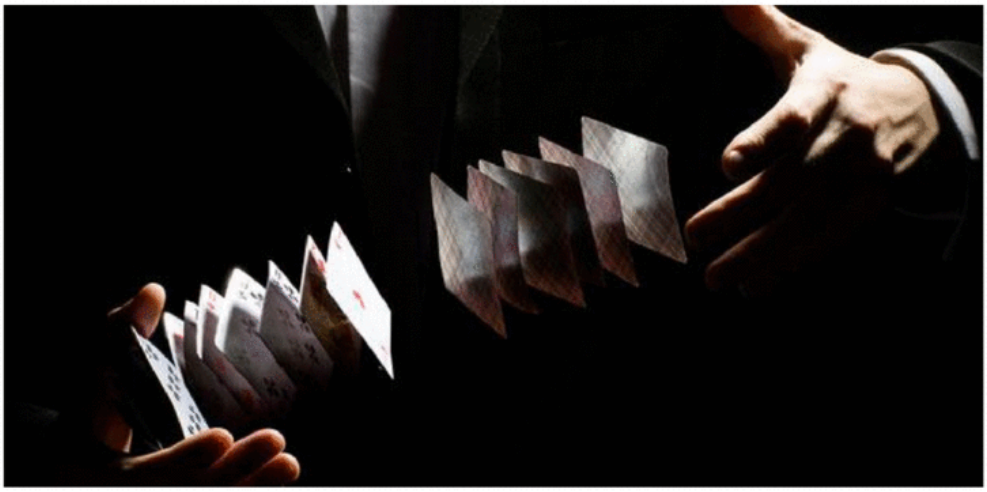

We want to build Cyber *Magicians*.

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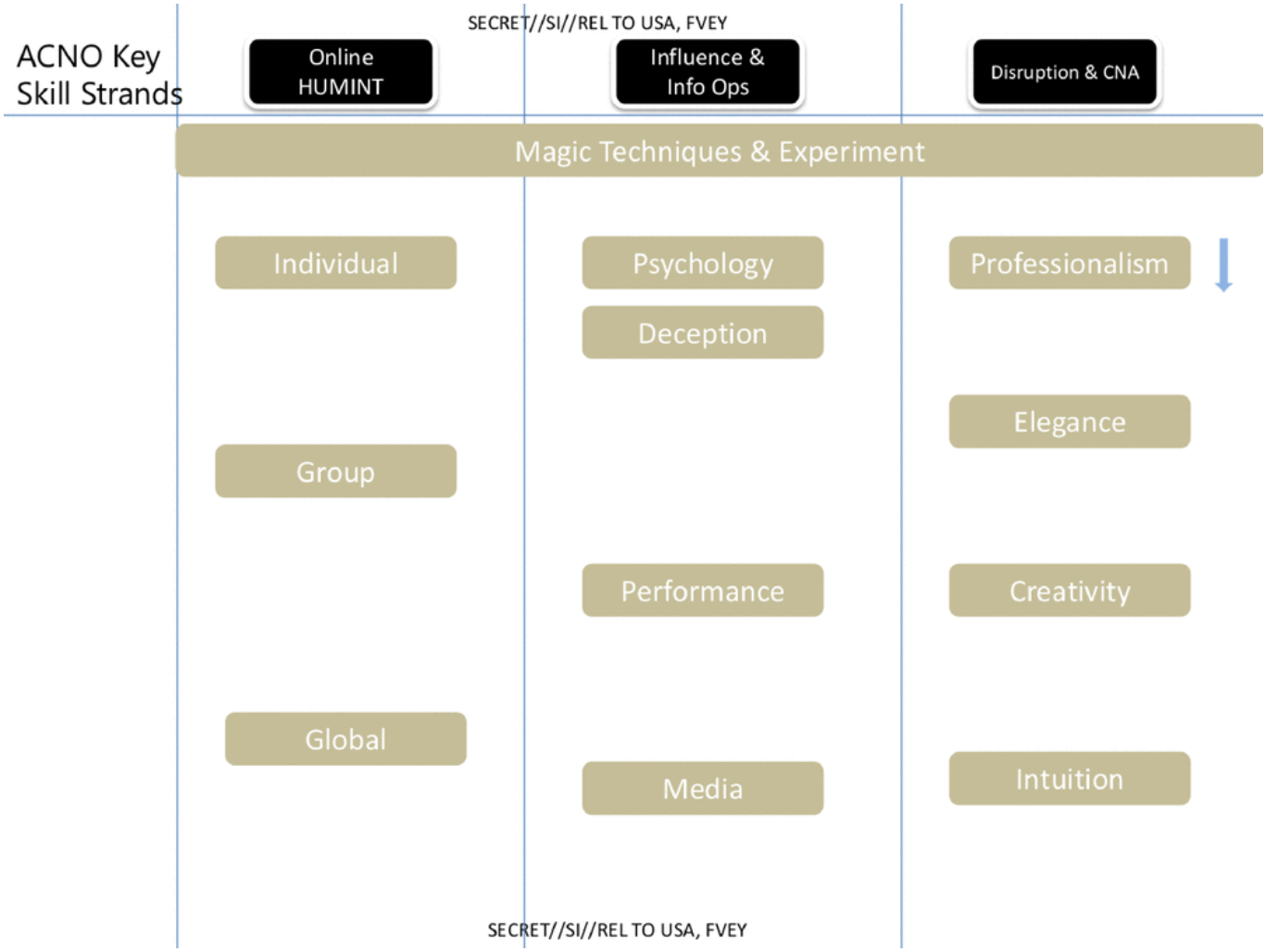
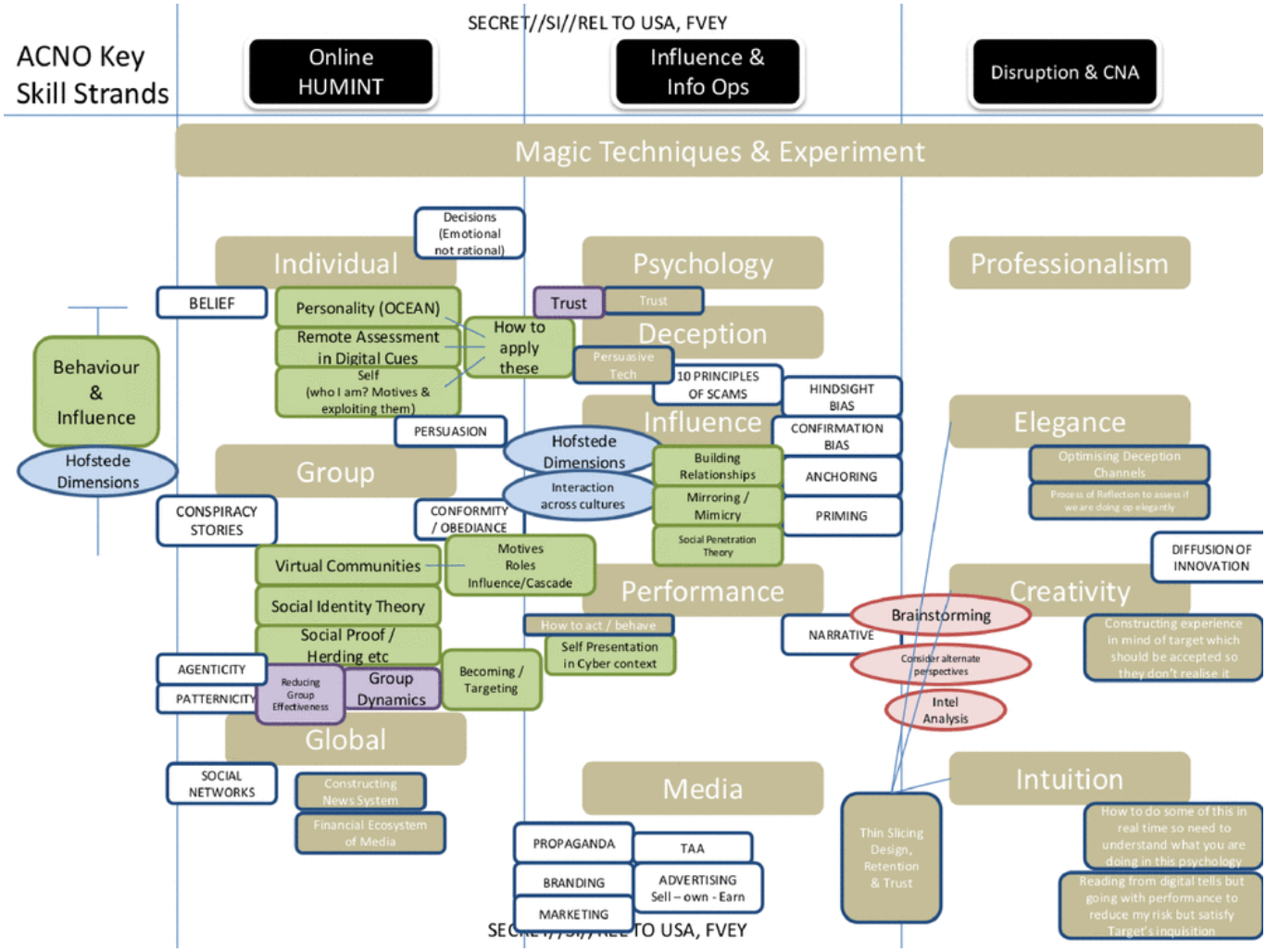
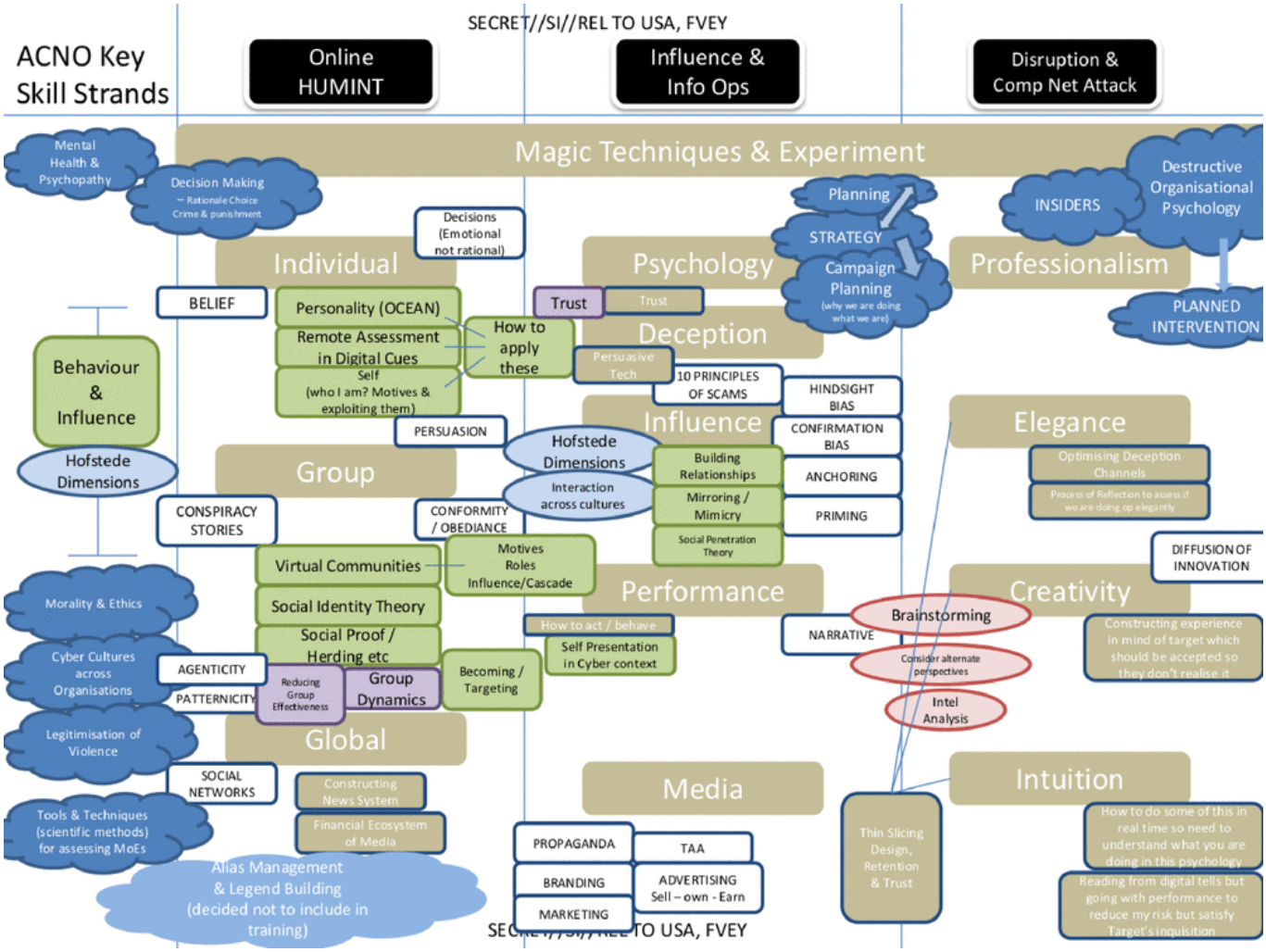

SECRET//SI//REL TO USA, FVEY
ACNO Key Skill Strands
Online HUMINT
Influence & Info Ops
Disruption & CNA
Magic Techniques & Experiment
Individual
Psychology
Professionalism
Deception
Elegance
Group
Performance
Creativity
Global
Media
Intuition
SECRET//SI//REL TO USA, FVEY


SECRET//SI//REL TO USA, FVEY
ACNO Key Skill Strands
Online HUMINT
Influence & Info Ops
Disruption & CNA
Magic Techniques & Experiment
Individual
Psychology
Professionalism
Decisions (Emotional not rational)
BELIEF
Personality (OCEAN)
Remote Assessment in Digital Cues
Self (who I am? Motives & exploiting them)
How to apply these
Trust
Trust
Deception
Persuasive Tech
10 PRINCIPLES OF SCAMS
HINDSIGHT BIAS
Behaviour & Influence
PERSUASION
Influence
CONFIRMATION BIAS
Elegance
Hofstede Dimensions
Hofstede Dimensions
Building Relationships
ANCHORING
Optimising Deception Channels
Group
Interaction across cultures
Mirroring / Mimicry
PRIMING
Process of Reflection to assess if we are doing op elegantly
CONSPIRACY STORIES
CONFORMITY / OBEDIANCE
Social Penetration Theory
DIFFUSION OF INNOVATION
Virtual Communities
Motives Roles Influence/Cascade
Performance
Creativity
Social Identity Theory
Brainstorming
Social Proof / Herding etc
How to act / behave
NARRATIVE
Constructing experience in mind of target which should be accepted so they don't realise it
Self Presentation in Cyber context
AGENTICITY
Consider alternate perspectives
PATTERNICITY
Reducing Group Effectiveness
Group Dynamics
Becoming / Targeting
Intel Analysis
Global
SOCIAL NETWORKS
Constructing News System
Financial Ecosystem of Media
Media
Intuition
Thin Slicing Design, Retention & Trust
How to do some of this in real time so need to understand what you are doing in this psychology
PROPAGANDA
TAA
BRANDING
ADVERTISING Sell – own - Earn
MARKETING
Reading from digital tells but going with performance to reduce my risk but satisfy Target's inquisition
SECRET//SI//REL TO USA, FVEY


SECRET//SI//REL TO USA, FVEY
ACNO Key Skill Strands
Online HUMINT
Influence & Info Ops
Disruption & Comp Net Attack
Magic Techniques & Experiment
Mental Health & Psychopathy
Decision Making
– Rationale Choice
Crime & punishment
Decisions (Emotional not rational)
Planning
STRATEGY
Campaign Planning
(why we are doing what we are)
INSIDERS
Destructive Organisational Psychology
PLANNED INTERVENTION
Individual
Psychology
Professionalism
BELIEF
Personality (OCEAN)
Remote Assessment in Digital Cues
Self
(who I am? Motives & exploiting them)
How to apply these
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Trust
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Legitimisation of Violence
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Constructing News System
Financial Ecosystem of Media
Media
Intuition
Tools & Techniques (scientific methods) for assessing MoEs
PROPAGANDA
TAA
BRANDING
ADVERTISING
Sell – own - Earn
MARKETING
Thin Slicing Design, Retention & Trust
How to do some of this in real time so need to understand what you are doing in this psychology
Reading from digital tells but going with performance to reduce my risk but satisfy Target's inquisition
Alias Management & Legend Building (decided not to include in training)
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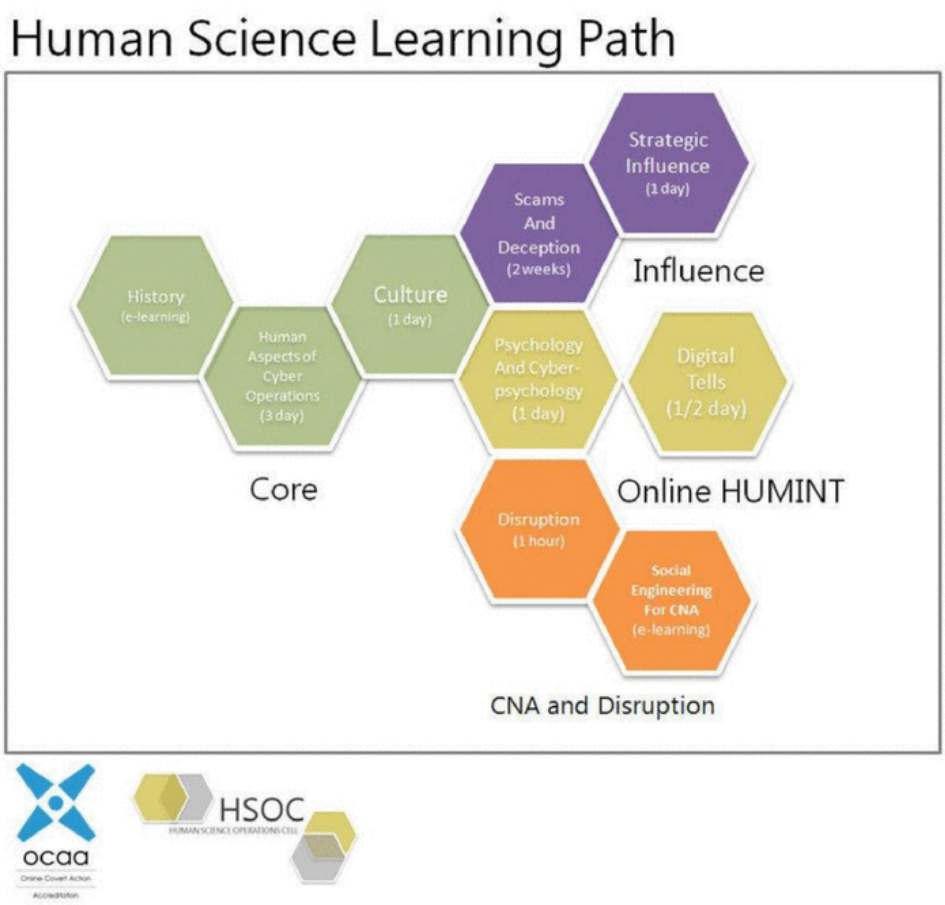

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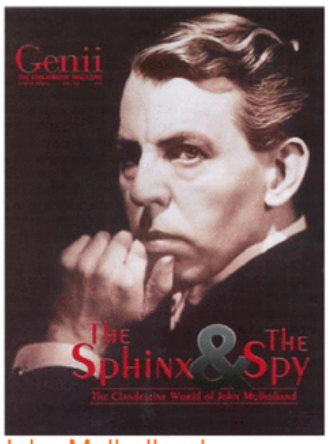
Magicians, the military and intelligence

Jean Robert-Houdin

1856 mission on behalf of Napoleon III to help quell the Marabout-led uprising in Algeria.

Jasper Maskelyne

1940s Camouflage work during the Second World War.



John Mulholland

1950s CIA work on the application of conjuring to 'clandestine activities'.

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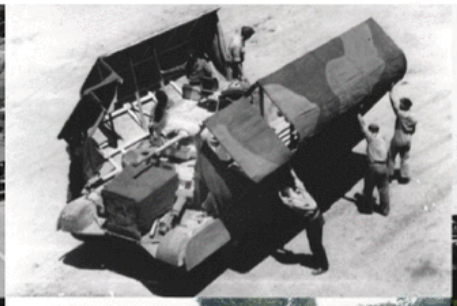
Dissimulation - Hide the real

Masking

Repackaging



Dazzling

Mimicking

Inventing

Decoying

Simulation – Show the false

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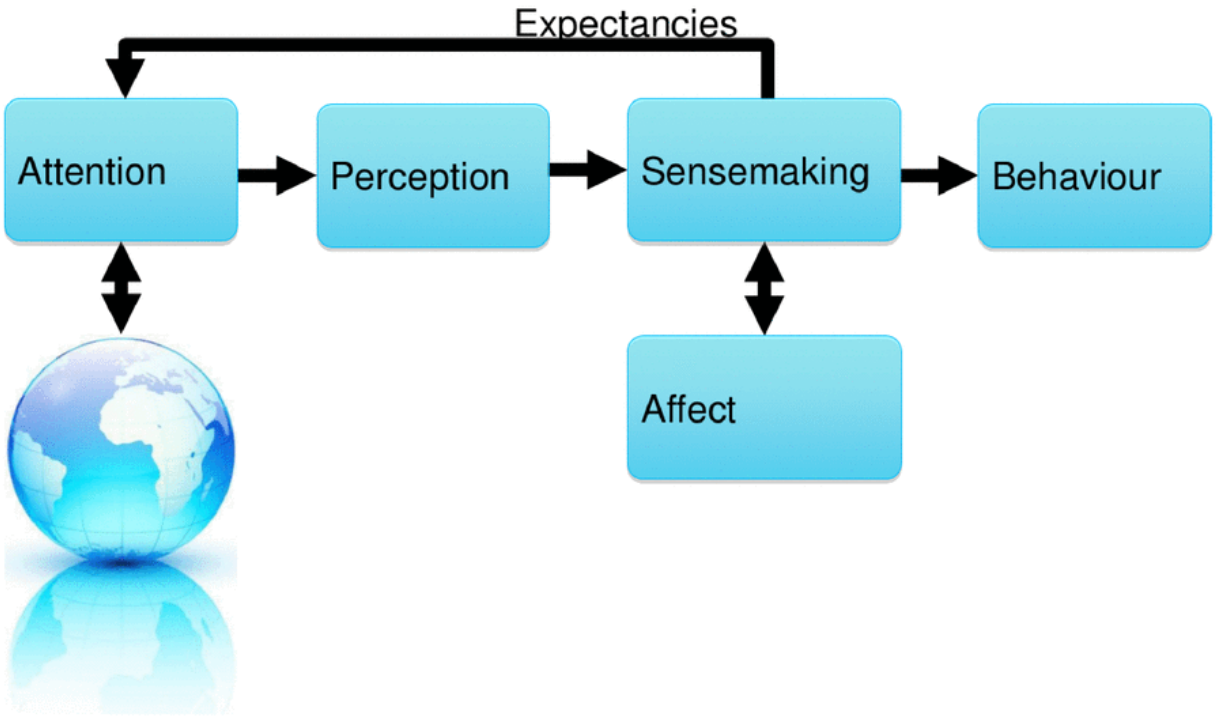
The psychological building blocks of deception



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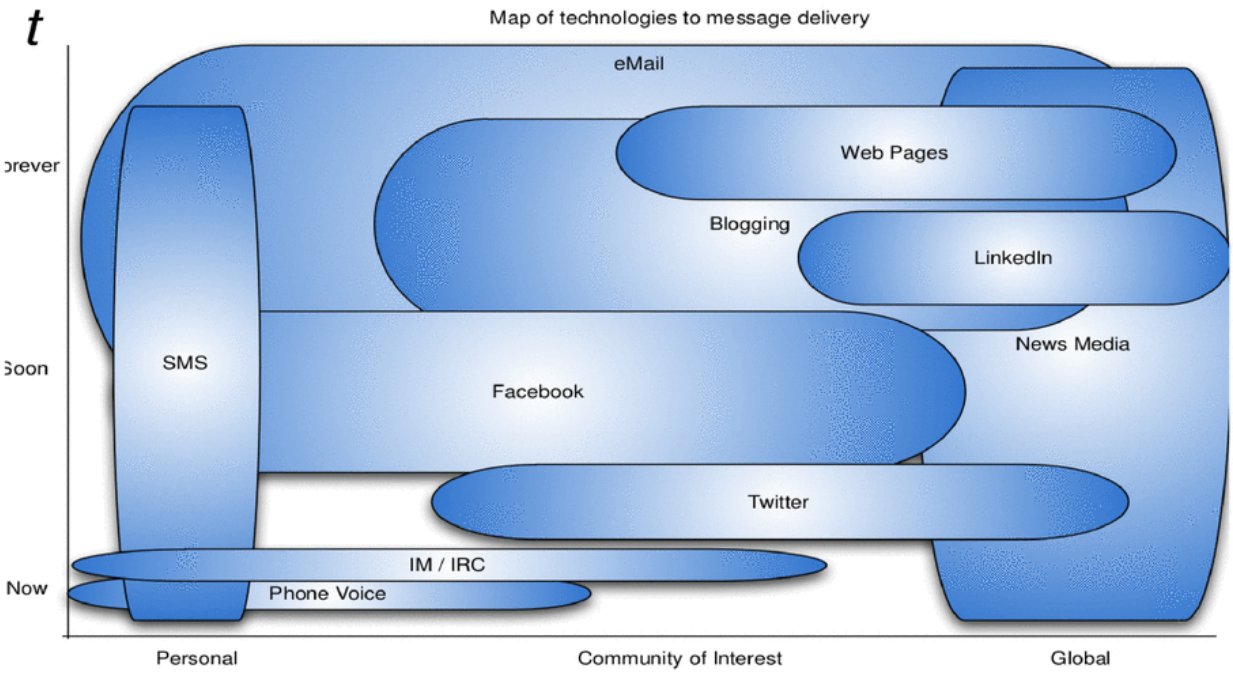

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Attention Management

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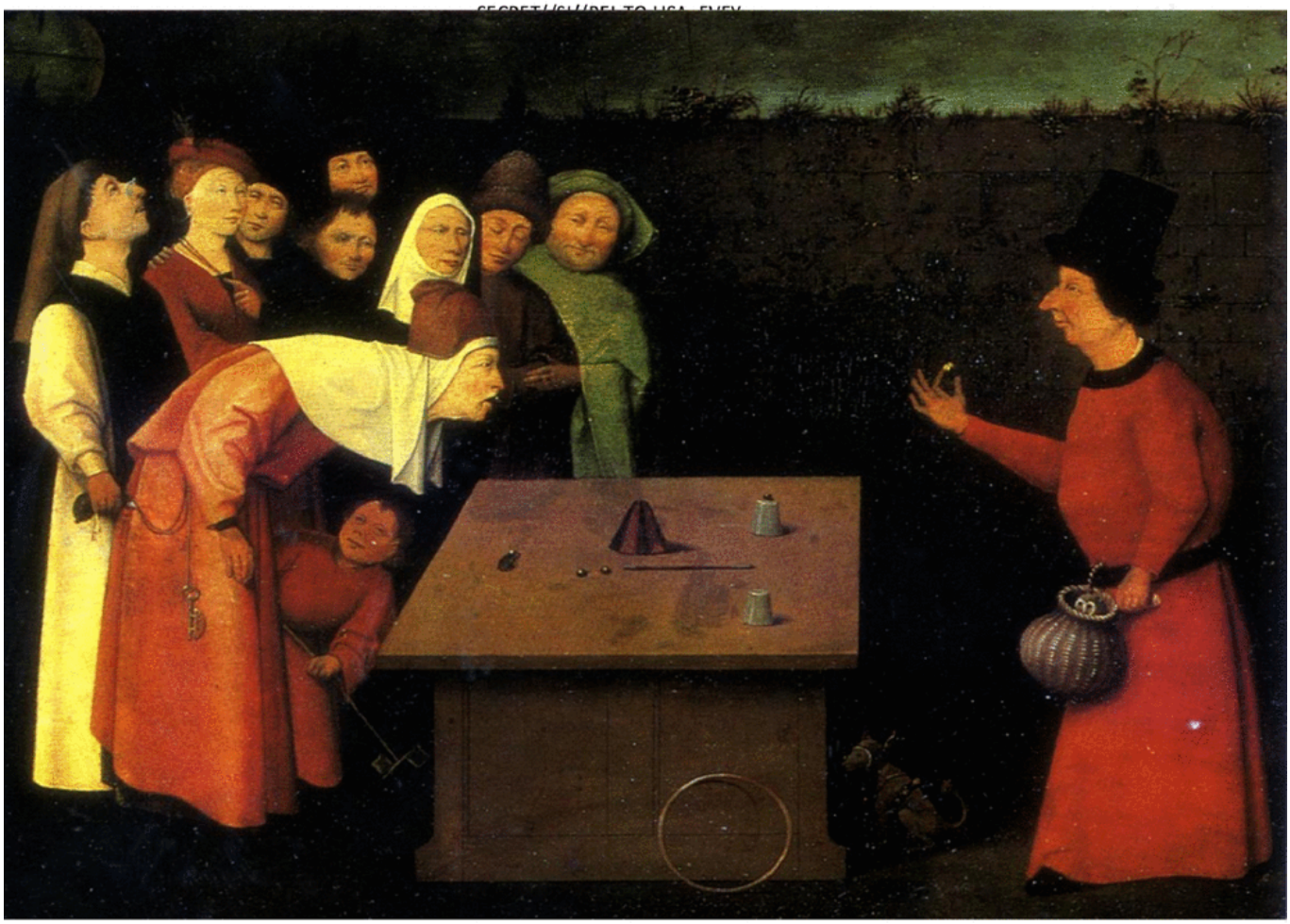

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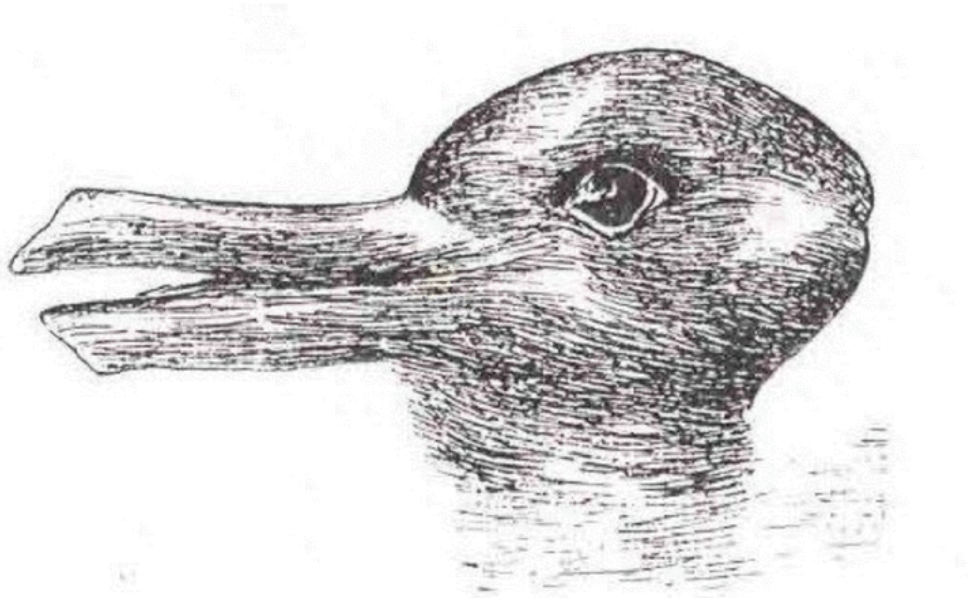

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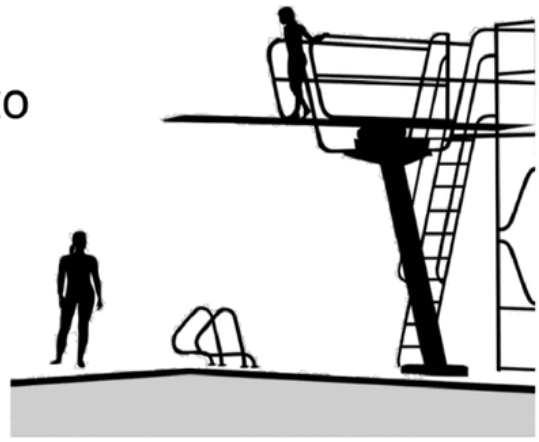
Expectancies

- We look where we expect something interesting to happen
- We are biased to see/hear/feel/smell/taste what we strongly expect to see/hear/feel/smell/taste



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Gambits for Deception

Attention	Control attention Conspicuity & Expectancies	The big move covers the little move	The Target looks where you look	Attention drops at the perceived end	Repetition reduces vigilance
Perception	Mask/Mimic Eliminate - Blend Recreate - Imitate	Repackage/Invent Modify old cues Create new cues	Dazzle/Decoy Blur old cues Create alternate cues	Make the cue dynamic	Stimulate multiple sensors
Sensemaking	Exploit prior beliefs	Present story fragments	Repetition creates expectancies	Haversack Ruse (The Piece of Bad Luck)	Swap the real for the false, & vice versa
Affect	Create Cognitive Stress	Create Physiological Stress	Create Affective Stress (+/-)	Cialdini+2	Exploit shared affect
Behaviour	Simulate the action	Simulate the outcome	Time-shift perceived behaviour	Divorce behaviour from outcome	Channel behaviour

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STRAND 2:
Influence and Information Operations

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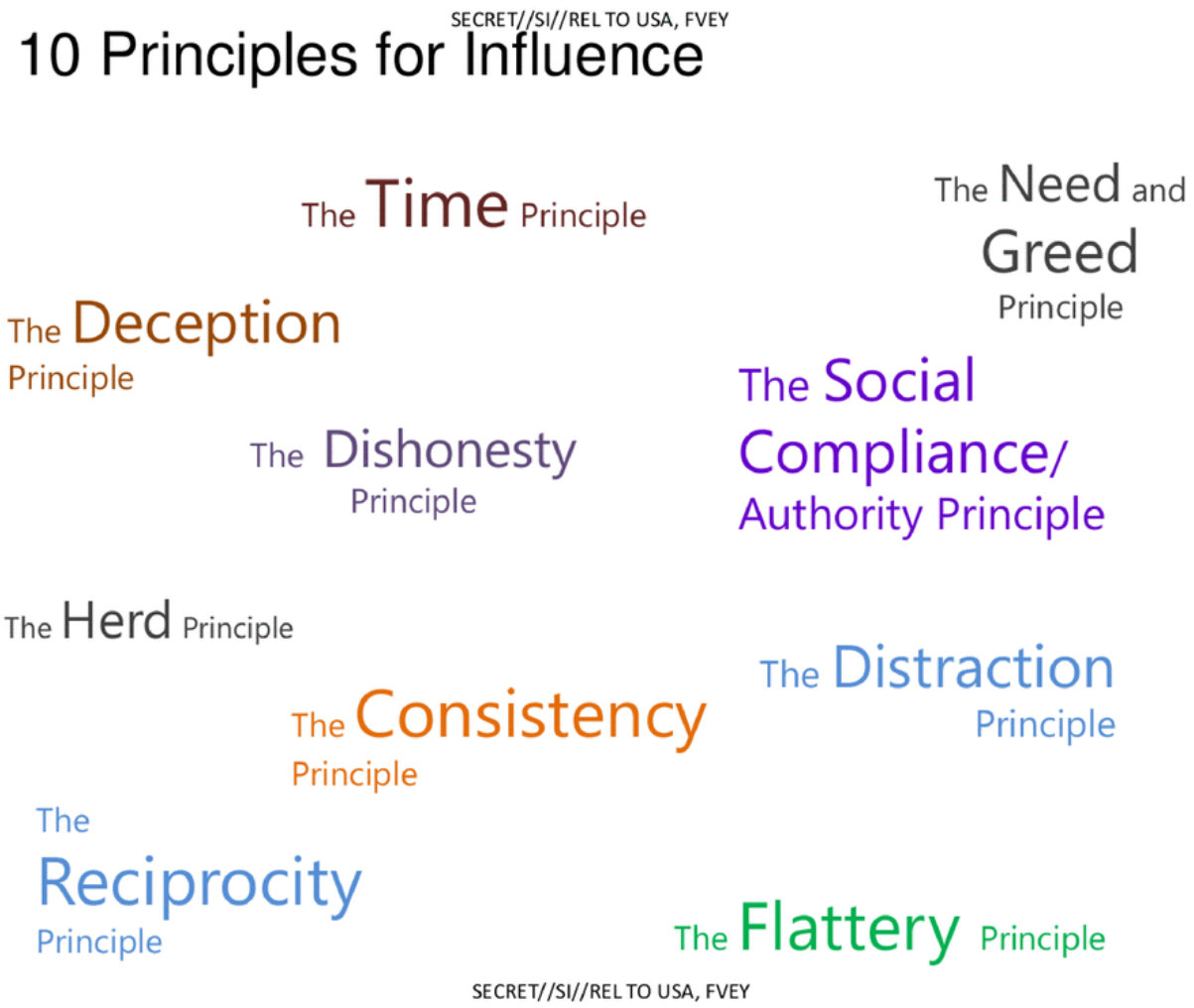
SECRET//SI//REL TO USA, FVEY
10 Principles for Influence
The Time Principle
The Need and Greed Principle
The Deception Principle
The Social Compliance/ Authority Principle
The Dishonesty Principle
The Herd Principle
The Distraction Principle
The Consistency Principle
The Reciprocity Principle
The Flattery Principle
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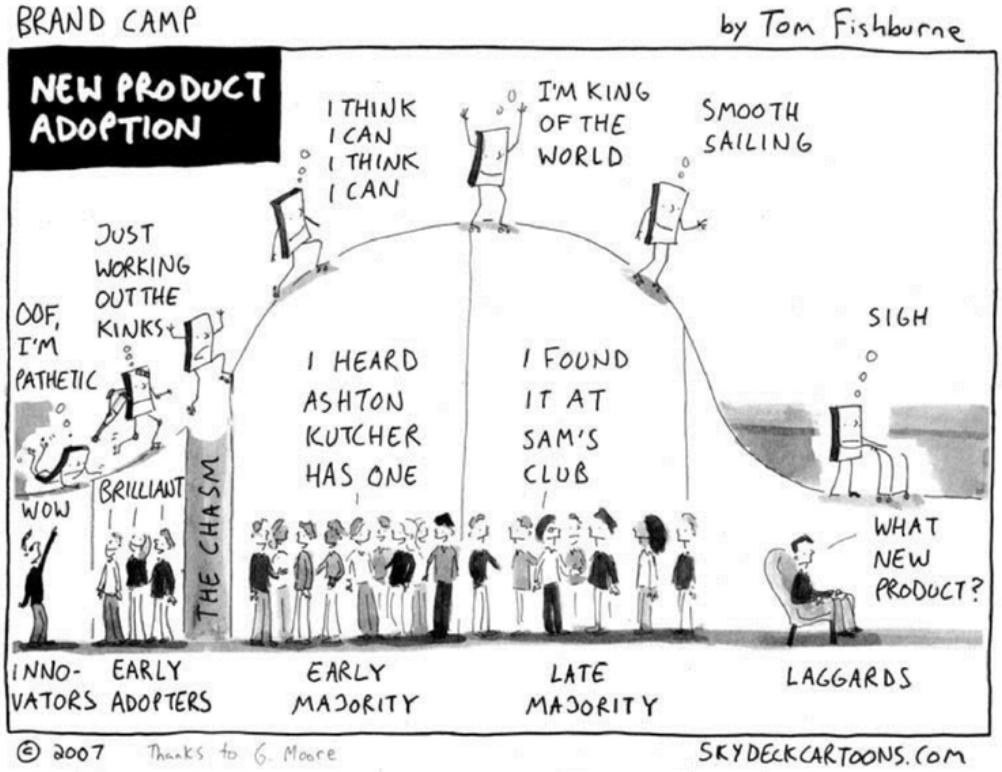
Coca-Cola

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



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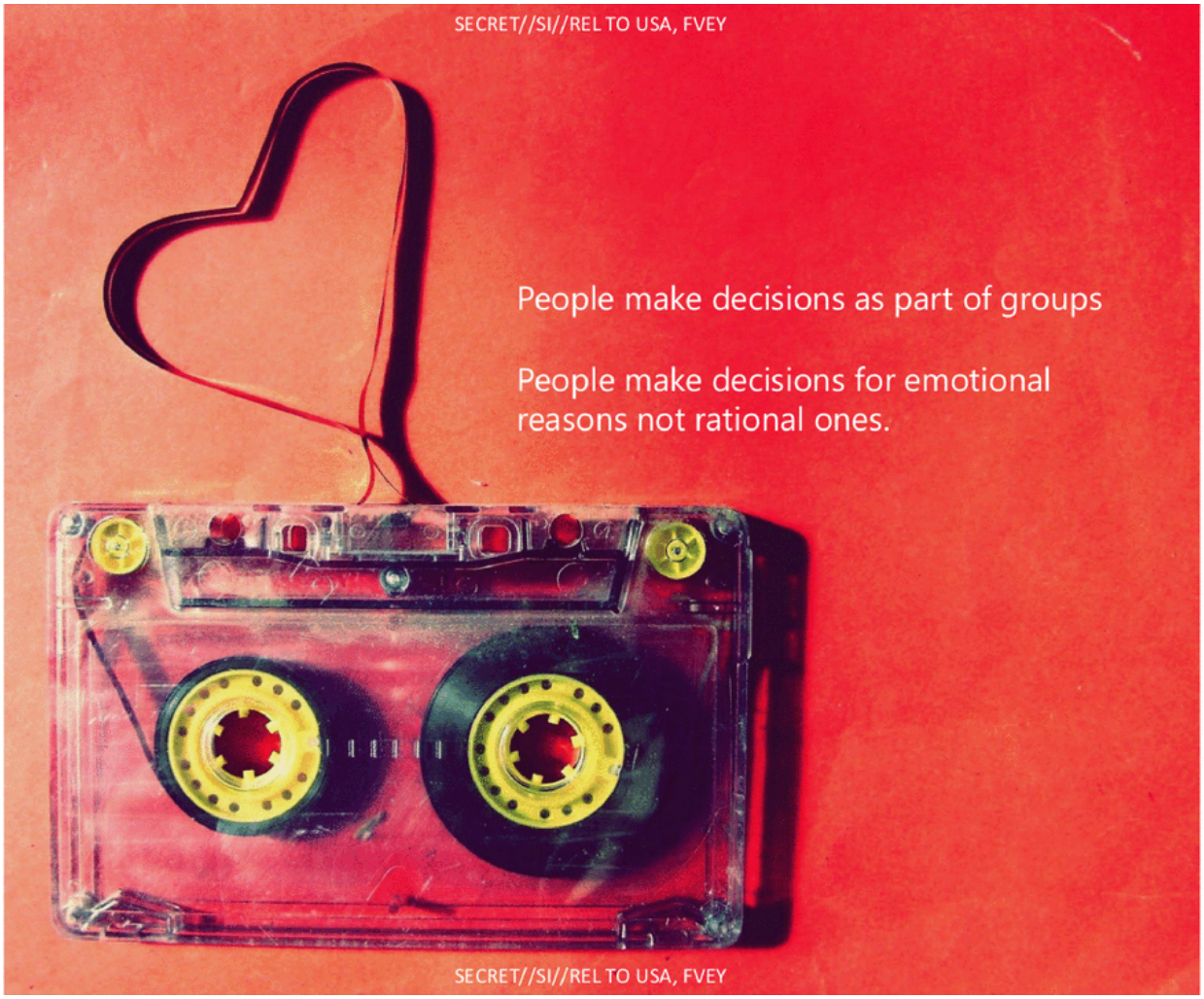
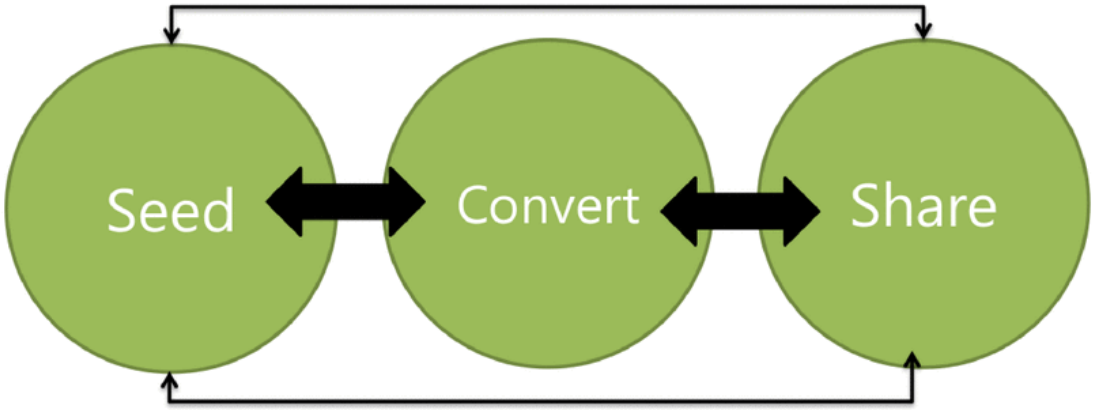

SECRET//SI//REL TO USA, FVEY
People make decisions as part of groups
People make decisions for emotional reasons not rational ones.
SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

Social Creativity



"Passion, Density and Empowerment"

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SECRET//SI//REL TO USA, FVEY

Do you ❤️ your brand?

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SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY

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STRAND 3
Online HUMINT

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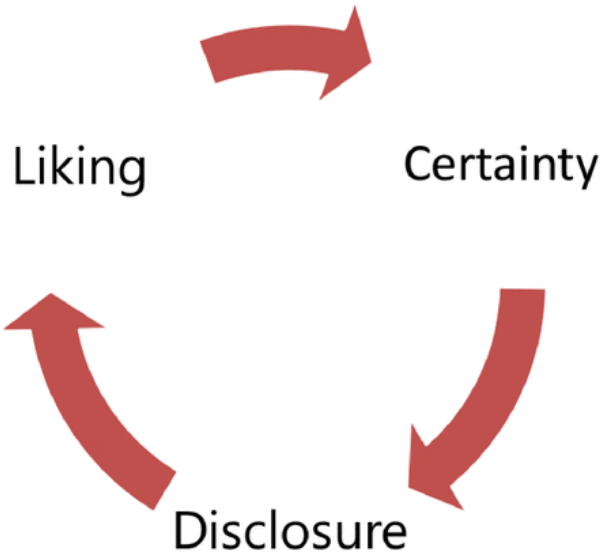
SECRET//SI//REL TO USA, FVEY

SECRET//SI//REL TO USA, FVEY



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Mirroring People copy each other while in social interaction with them.

- body language
- language cues
- expressions
- eye movements
- emotions

Accommodation

Adjustment of speech, patterns, and language towards another person in communication

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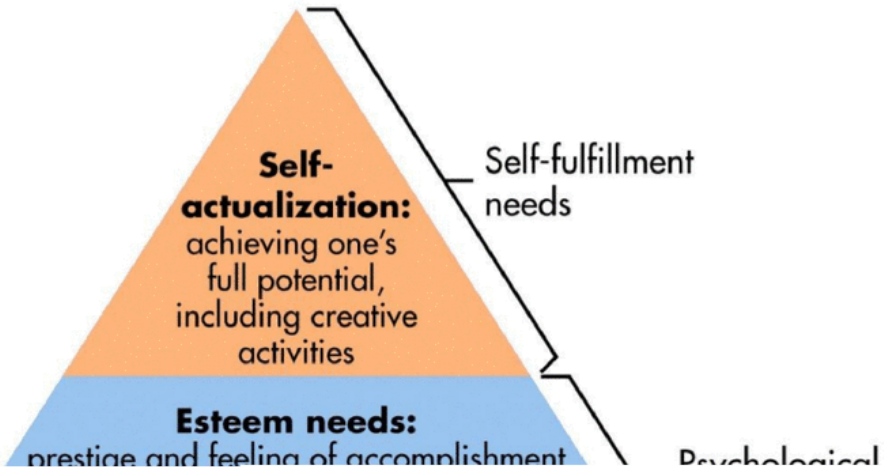
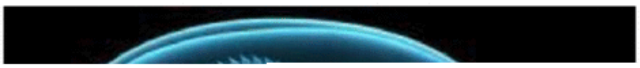


Who 

STRAND 4
Disruption and Computer Network Attack

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DISRUPTION
Operational Playbook

- Infiltration Operation

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Identifying & Exploiting fracture points

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Full roll out complete by early 2013
150+ JTRIG and Ops staff fully trained

Mainstreaming work – push reduced
"level 1" Tradecraft to 500+ GCHQ

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GCHQ

“

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